

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Days of Thankfulness are ripe in the Valley of the Moon

So, before another issue, Thanksgiving will have come and gone. It necessitates some readjustment in Moonbeams printing schedule, but you'll get your paper again next Friday anyway.

You'll find the postoffice closed on the holiday, and some service stations. Big super markets will remain open for at least a part of the day, but most stores will close, excepting the taverns and eating places—and even some of the latter will take the day off.

Turkey prices are reasonable this year, with demand picking up fast.

Many people will attend church services Thanksgiving day, and 'most everybody will either tune in on a football game or on some of the big special programs which will be on the air on Turkey day.

ANY MAN with lipstick on his forehead is slipping. VALLEY WATCH REPAIR, Boyes. Shop here for your Christmas gifts.

Oh yes, there's a special election next Tuesday—to select three members of the Sonoma Valley hospital's board of directors. There are seven candidates for the posts. Polls will be open from noon to 7 p.m. Whether taverns and off-sale stores will have to close hasn't been learned for sure, but anyway you've been warned.

Why wasn't this election combined with the November 6 affair? 'Twould have saved some expense. One explanation is that the county officials fouled up the thing, something about not getting at the matter until too late to get the candidates' names on the ballot. Sounds fishy.

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WOODLEAF MARKET, Boyes. Your best bet for every Thanksgiving food need. Biggest selection, with prices the lowest.

Down around the bay area there's a movement on to start charging 10 cents for each check cashed in stores. They are claiming it costs 12 cents to cash a check, and that they're doing the work of the banks. Sure, it's a nuisance. But it's hard to figure out how it costs them anything. It's the same as "cashing" a \$10 bill. Storekeepers have to go to the bank with their deposits anyway, and by doing this little service for customers it undoubtedly makes friends for the stores, and probably results in bigger sales.

STOCK UP for the holidays with 7-year-old Charter Oak. 1/5 \$3.99 plus tax. 1/2 case, 21.45. Coldest 6 pak, western beer, \$1.25 tax incl.

You know, we've got just about the most satisfying job in the world, getting out Moonbeams once a week! Not working too hard at it, can say anything we want to, about anything or anyone (within reason), and nobody bosses us. What more could anyone ask for? Sure, if we worked harder, could be we'd make a lot of money. Only what would we do with it?

TOWNSEND'S, next to Bank of America, Sonoma. Shoes for the family. Koret sport shirts and jackets. Levis, Jeans, Work Clothes.

On the other hand, once in a while we get ambitious feelings, and kinda want to go out, expand, make this the most widely read paper in the entire valley. Wonderful ideas crop up, but we don't do a thing about them. So, guess you'll have to take us just as we are. We're not a bit sorry.

RAY'S AUTO WRECKING—1216 East MacArthur. Sonoma. WE 8-5173. We tow, buy, sell, trade. Old cars, trucks. Open 8 to 5.

And comes an oldie: Six-year-old Mary woke up about 2 in the morning.

"Tell me a story, mama," she pleaded.

"Hush, darling," said mother. "Daddy will be in soon and tell us both one."

YOUR SHOES! We feature foam crepe soles, all colors. Always the best for less. **CARBONARO'S SHOE REPAIR SHOP, Sonoma.**

Picked our first roses of the season November 8. Got a lot more now. And back in Michigan they're covering up their roses and other blooming plants, bushes and shrubs, 'cause the winter season is just about to descend on all and sundry.

THE CHICKEN HOUSE. Boyes. Finest food, reasonable prices. Home-made pies. Wonderful chicken. (Closed Thanksgiving day.)

Chicken House (which really does serve the best chicken we've had on the Pacific coast) is expanding. Mack and Lula McCormack, owners, will soon have a double size kitchen, being constructed now,

and made necessary because of the startlingly increased business that's coming their way. Betcha they'll have to enlarge their serving area before long, too.

BOYES SPRINGS FOOD CENTER. For Thanksgiving and the entire holiday season, why not do all your food shopping here?

Sonoma Golf and Country club is serving a lot of big banquets of late. Last Friday a big group from Hamilton air force base were there for a banquet. This Saturday the Business and Professional Women's club will be there for the annual forum dinner. They'll be considering the matter of recreation for the valley.

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

'Nother new ownership, up in Glen Ellen. Mr. and Mrs. John Poch have taken over the Green Bay Tree, have remodeled the whole interior, including a lowered ceiling, new equipment, and outside a new sign which reads "The Pink Barn." John has been an electronic engineer at Mare Island; the missus is a technician at Sonoma state hospital. The mister operated a popular restaurant near Santa Rosa junior college. They've also bought the building and going business at the former restaurant in Glen Ellen. Opening Friday, there'll be a "grand opening" most anytime.

BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway Sonoma. WEBster 8-2686.

The old lady looked dubiously at the man next to her on the bus as he started to load his pipe. Finally she ventured: "Sir, tobacco smoke makes me ill."

"In that case," he replied, "if I were you, I would give it up."

SONOMA GOLF & COUNTRY CLUB. Superb food and drinks, with exquisite surroundings. Try our Clown Room after golfing.

New blacktop pavement has been laid in front of the Town House, Glen Ellen. Previously there had been a "depression" in front of the supper club, where several inches of water stood after each rain. All fixed up now.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

Could you ever wish for more perfect weather than what we've been having during recent weeks? And the heavy rain of earlier in the month has brought new life to all the flora, with roses and other plants now blooming freely. No matter what's ahead during the next few months, we've really had enough to be very thankful about it all.

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. **THE INSKEEPS.**

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

Got an item last week, wrote it down, but it disappeared. How's the memory? Seems like Janet and Wally Friscia took Halloween prizes not only at the El Verano school but at the costume party held at the Food Center. Think they had a takeoff on the election campaign, or something like.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. Varied menus—all good. Cocktails. Always the very best.

Two of the finest TV commercials, to us, are those of Regal Pale and Falstaff beers. They're original each program, which means a lot. Those products whose commercials stay on and on for a year or two actually suffer therefrom. But we still wonder what the other truly great beer is.

DENNY'S COG CLUB, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

YELL'S ACRES NURSERY, in the heart of Glen Ellen. Specialists in Dahlias, Fuchsias, Tuberous Begonias. Make selections now.

It is noted that Florida is making a super effort to attract older citizens to make their retirement home in that state. And is succeeding very well. Actually California has just as much to offer an older—even a better climate than Florida, plus a moderate living cost, provided they don't all rush to the larger population centers. Let's invite 'em to come here, where life's so well worth living.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

A woman walked into a psychiatrist's office leading a small white duck by a chain.

"What can I do for you, madam?" the psychiatrist asked.

"Oh, it's not me," said the woman. "It's my husband. He thinks he's a duck."

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

Got to thinking about the designation Boyes Hot Springs. It's too long a name, actually, and aren't our springs on the "warm" side rather than "hot?" It's the official postoffice name, it's true, but think

we'll start leaving the word "Hot" out of the title wherever possible. Maybe you'd like to do the same.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

We dunno. Have always liked the Red Cross, but when we learn that Alfred T. Grunther is the new head of the Red Cross, and that his salary is to be \$32,000 a year, plus \$8000 expenses, and that he will be drawing down about \$12,000 a year in retirement payments, plus a considerable cash return from investments and his current bank account, it doesn't seem just right. What will he have to do in his new job, in addition to making a few speeches before important gatherings?

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

HOOVER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

Clarence Buddington Kelland has another serial story running in SatEvePost, so the world's all right again. To us he's the best current writer, and while some people say his plots are all identical, they're mighty refreshing stories—always.

Like him as a man, too. He had a disastrous experience as a restaurant operator, winding up owing something like \$200,000. He paid it all back in full simply by writing, and his output is prodigious. He was national committeeman for the republicans in Arizona for some years, but broke with the party leadership and since then has been a writer, not a politician.

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

Ken Phillips of the Woodleaf market will be missed by many a Springs resident. He's severed his connections locally, and is reported to have taken over management of a restaurant down on the peninsula. Tony and Mrs. Jimenez are now sole operators of the Woodleaf, and their admirers are many and growing more so.

OUR RESORT, El Verano. Harvey and Melina. Stein Club headquarters. Draft beer, mixed drinks. Friendly place always.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Boyes Springs postoffice is already feeling some of the Christmas rush, even with the holiday five weeks away. Over the Veterans day

holiday incoming mail piled up higher than at any previous time this year. Mail for overseas has been heavy, too.

On the holiday Postmaster Marie Shane visited her son and family up in Paradise, and brought back some of the famous apples from that section—think they're Rome Beauties—great big beautiful apples. We'll be having apple pie any day now.

BUD'S GARAGE. Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

SEE FRISCIA FOR SEAFOOD. Craig Ave., El Verano, just off Arnold Drive. Fresh Crabs, Frog Legs, Trout, Lobsters, Abalone.

Doug Edwards' program seems to have lost Pall Mall as a sponsor, which is a blessing. Used to get our exercise almost entirely from jumping up and turning off the Pall Mall commercials. Now if they could just get rid of that fellow who is touting for Anacin (and hasn't changed it for two years), life with Edwards would again be a pleasure.

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

TOWN HOUSE SUPPER CLUB, Glen Ellen. Superb food served in comfortable surroundings. Cocktails. Worth your visit—anytime.

Just a little word about shopping in Boyes Hot Springs. We've got some good merchants here, and they've stocked Christmas gifts in quantities large enough to satisfy the most discriminating. There's parking here, and leisurely shopping, together with lower prices than most places. So why leave town? And the more you buy the better our stores will be in the months and years to come. Shop at home! For 'most everything.

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. Good Gas and Good Service always. Complete Grocery department.

EL DORADO HOTEL, Sonoma. Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

The day after the election, in a Boyes Springs office, the following typed memorandum was circulated: "Yes, I watched the election returns. Yes, I know Eisenhower won by a landslide. Yes, I know you told me so. No, I do not plan on becoming a republican. Yes, I have paid off my bets. No, I don't blame you for feeling smug. If Stevenson had won I would have been unbearable."

AQUA SOFT—Water Treating Co. Sonoma owned. Call Petaluma Porter 2-7458. Evenings, Sonoma, Webster 8-3433.

Family Style Chicken. All you can eat, \$1.75. Best Italian Spaghetti and Ravioli. **BUNNY'S CAFE,** 2135 Mendocino, Santa Rosa.

"And in conclusion, my dear students, I shall give you a demonstration of the evils of alcohol. I have two glasses, one filled with wa-

ter, the other with whiskey. I will now place a worm in each glass. Notice how the worm in the water squirms and vibrates with the very spark of life, while the worm in the whiskey writhes in agony, curls up and dies. Now, young man, what is the moral of this story?"

Young man: "If you don't want worms, drink whiskey."

JIM'S FINE MEATS, at Food Center, Boyes. New management, but the same high quality meats. Cut as you want it. Try us!

ESPOSTI'S LUNCH ROOM, Fethers, Hiway 12. Home-made Soup. Sandwiches, Hamburgers, Fountain, Wine if you wish. Drop in.

A woman complains about having nothing to wear, and then takes two hours to put it on.

SPANISH FOODS—Enchilladas, tacos, tortillas, NOW at **MENDEL'S CAFE**, Boyes Plaza. Wonderful steaks, too. Short orders.

SONOMA FURNITURE MART, Broadway. Christmas just ahead.

Get something "good" this year. Lay-Aways welcomed.

ALL ABOUT COWS AND BULLS

The cow is a female quadruped with an alto voice and a poker face. She collaborates with the pump in the production of a liquid called milk.

The cow has two stomachs. The one on the ground floor is used as a warehouse and has no other function. When this one is filled, the cow retires to a quiet place where her ill manners will occasion no comment and devotes herself to regurgitating. The raw material thus conveyed for the second time to the interior of her face is pulverized and delivered to the auxiliary stomach. There it is converted into cow.

The young cow is called a calf and is used in the manufacture of chicken salad. The male cow is called bull and is lassoed in Texas, fought in Mexico, and shot almost everywhere.

A slice of cow is worth 8 cents on the cow, 14 cents in the hands of the packers, and \$2.40 at the nearest restaurant.

SONOMA MISSION INN, Boyes. Known nationwide as a stand-out hostelry, where good food, drinks and service are superb.

RUSTIC INN, Glen Ellen. Authentic old-time western atmosphere, but modern know-how when it comes to tasty beverages.

Two duck hunters were sitting behind their blind, one drinking from a thermos of coffee, the other from a jug of whiskey. After some hours of sipping, one coffee, the other whiskey, they spotted a lone duck winging through the sky. Taking quick aim, the coffee drinker fired and missed. The whiskey drinker rose, let fire, and brought the bird down. His companion, properly amazed, complimented him on the shot.

"Aw, it's nothing," hereplied. "I usually get five or six in a flock like that."

B & L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

ALAS, FOR PATENT PILLS

Unless the news of the federal trad commission's joust with "Carter's Little Liver Pills" brought a pang of nostalgic sadness to many a heart, like reading an old, old love letter, then this world is indeed growing hardened.

The federal trade commission has ordered Carter Products, Inc., which produces the ancient remedy, to quit claiming their famous pills are "an effective treatment" for such ailments as liver trouble, headaches and the "worn out" feeling. The commission also ordered the word "liver" dropped from the brand name. It said the word implies that the pills have "some therapeutic effect on the liver, which is false."

The PTC summed up by saying the pills have "no therapeutic effect beyond that of an ordinary laxative."

One thinks of Peruna, of Swift's Sure Specific, of Pink Pills for Pale People, of Tiger Balm Elixir! Maybe any or all of 'em are, or were, ordinarily laxative in their effect, for all we know. Yet some people liked to think that they grew hair, or eliminated wrinkles, and heightened appeal for the opposite sex. Has the federal trade commission no poetry in its soul, no joy in mystery and make-believe?

People still buy laxatives in drug stores. Only they can't even call them Tiger Balm Elixir any more. And now they can't even call 'em Carter's Little Liver Pills any more. The federal trade commission has darn little to be proud of, we think.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

BANQUETS and PARTIES our specialty. PAUL'S RESORT, Verano. Dancing every Friday, Saturday, Sunday. Come on over.

CRESCENT MOON

Where is
The gondolier
Who steers your glowing barque
Across the crowded starways of
The sky?

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

Those pavement holes and general "debility" of our Boyes Hot Springs streets are still there, dangerous, inconvenient and entirely obnoxious, and nothing is done about them! Somebody must be responsible, but who? Maybe an investigation?

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